Statement

1. M/s. Baroda Rayon Corporation Limited.
2. M/s. Century Enka Limited.
3. M/s. Garware Nylon Limited.
4. M/s. Gujarat Filaments Limited.
5. M/s. Haryana Petro-chemicals Limited.
6. M/s. Hindustan Pipe Udyog Limited.
7. M/s. Indian Organic Chemicals Limited.
8. M/s. Jagatjit Cotton Textile Mills Ltd.
9. M/s. J. K. Synthetics Limited.
10. M/s. Modipon Limited.
11. M/s. Nirlon Synthetics Fibres & Chemicals Limitd.
12. M/s. Orkay Silk Mills Limited.
13. M/s. Parasrampuria Synthetics Limited.
14. M/s. Petrofils Cooperative Limited
15. M/s. Rajasthan Petro Synthetics Limited.
16. M/s. Reliance Industries Ltd.
17. M/s. Shree Synthetics Ltd.

All units except Petrofils Cooperative Limited which is in Government Co-operative Sector, are in the Private sector.

Empanelment of advertising agencies by NTPC

103. SHRI BIR BHADRA PRATAP SINGH : Will the Minister of ENERGY be pleased to state :

(a) whether it is a fact that National Thermal Power Corporation (NTPC) have received applications for empanelment of advertising agencies for the year 1989-90 ;

(b) if so, what are the names of agencies, which have applied for empanelment and the names of those advertising agencies which have been considered for the purpose, by the NTPC;

(c) what is the criteria used for selecting those advertising agencies and what is the estimated budget allocations fixed by NTPC for 1989-90 on their advertising with details of accounts such as display, advertising, hoardings, notices, radio and TV, appointments etc.; and

(d) what is the total amount earmarked to the agencies registered with NTPC ?

THE MINISTER OF STATE IN THE DEPARTMENT OF POWER IN THE MINISTRY OF ENERGY : (SHRI KALP NATH RAI) : (a) and (b) The National Thermal Power Corporation (NTPC) advertise for the empanelment of advertising agencies: the last empanelment was finalised in May, 1986. The agencies from whom requests have been recieved for fresh empanelment, have been advised to apply aganist suitable advertiesments.

(c) and (d) During the last empanelment, only the agencies accredited to the Indian News Service were considered on the basis of their creativity, branch offices, areas of specialisation, public sector experience etc. No specific amount is earmarked to the agencies empaneled with the NTPC. During 1987-88, an amount of Rs. 29·42 lakhs was spent on advertisements and publicity; the expenditure during 1988-89 for this purpose, is expected to be of about the same order.